

**PROCEEDINGS OF THE BROWN COUNTY
PLANNING, DEVELOPMENT & TRANSPORTATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Planning, Development & Transportation Committee** was held on Monday, February 27, 2012 at Austin Straubel Airport – 2077 Airport Drive, Green Bay, Wisconsin

Present: Bernie Erickson, Chairman; Norb Dantine, Mike Fleck, Dan Haefs, Dave Kaster

Also Present: Executive Troy Streckenbach, Brian Lamers, Tom Miller, Dean Haen, Judy Knudsen, Doug Marsh, Other Interested Parties

6 p.m. Tour & Viewing of New Airport Screening System

I. Call Meeting to Order:

The meeting was called to order by Chairman Bernie Erickson at 6:39 p.m.

II. Approve/Modify Agenda:

Items taken out of order, although shown in proper format here.

Motion made by Supervisor Fleck, seconded by Supervisor Dantine to approve the agenda. MOTION UNANIMOUSLY APPROVED

III. Approve/Modify Minutes of January 27, 2012:

Motion by Supervisor Kaster, seconded by Supervisor Fleck to approve the minutes. MOTION UNANIMOUSLY APPROVED

1. Review Minutes of:

a. Revolving Loan Fund Committee (October 28, 2011)

Moved by Supervisor Fleck, seconded by Supervisor Dantine to direct staff to update at March meeting. MOTION UNANIMOUSLY APPROVED

b. Solid Waste Board (January 16, 2012)

Because of questions by Supervisor Kaster and the committee relative to the Rate Stabilization Fund and the Landfill Gas to Energy Project addressed in the 1-16-2012 Solid Waste Board minutes, a request was made to refer to staff to update at the next meeting of this committee.

Motion made by Supervisor Dantine, seconded by Supervisor Fleck to refer to staff to update at the next meeting of this committee. MOTION UNANIMOUSLY APPROVED

Communications:

2. Communication from Chair Erickson: Who is Responsible for Reorganization of Departments:

Executive Streckenbach addressed this issue, explaining that typically discussion of reorganization will come from Administration to the oversight committee at budget time. When asked of any current discussions, Streckenbach indicated that a study group has been formed to discuss reorganization in the IS Department. Supervisor Schuller and Tumpach are sitting on this committee and will be providing updates as they become available.

Motion made by Supervisor Fleck, seconded by Supervisor Dantine to receive and place on file. MOTION UNANIMOUSLY APPROVED

Carryovers:

3. 2011 to 2012 Carryover Funds – Planning, Development & Transportation Division:

Motion made by Supervisor Fleck, seconded by Supervisor Haefs to approve. MOTION UNANIMOUSLY APPROVED

#'s 5 & 6 taken out of order

5. December 2011 and January 2012 Budget to Actual:

Highway Commissioner Lamers reported that expenses have exceeded revenues due to mild winter weather and the lack of equipment use.

Motion made by Supervisor Dantine, seconded by Supervisor Fleck to receive and place on file. MOTION UNANIMOUSLY APPROVED

6. Initial Resolution Authorizing General Obligation Bonds in an Amount Not to Exceed \$6,192,000:

This resolution requires two separate approvals, the first authorizing debt for specific projects, and the second approval of the debt issue. Seven highway projects are included in the resolution. They include: CTHGV/South Bridge Arterial, CTH GV/Monroe Road, CTHB/School Lane, CTH N/Humboldt Road, CTH M (north of Lineville Road), CTH C (Glendale to Anston Road), and CTH K, S57 to Mercier Road.

Supervisor Kaster indicated he would not support the resolution or any of the bonding, primarily because he is "against the sprawl of the GV/Monroe Road project, the median running down the middle, the bike lanes, the distance of the path from the road, that it is a waste of money". He opined that the road can be widened without doing all the rest, stating that more roads could be built if GV was not so big.

Brian Lamers pointed out that \$600,000 included in this resolution is the bonding for completion, that the rest has already been approved. When asked by the

Chairman if any adjustment could still be made, Lamers indicated that the projects have been approved by both Ledgeview and Bellevue. This portion is for the section from the roundabout to Hwy 172. The section from CTH X to CTH G (\$500,000) is for preliminary engineering and right-of-way.

Supervisor Haefs and Erickson also expressed concern with bonding, stating they would not support the resolution. A request was made to have Carolyn Maricque from the Finance Department at the next County Board meeting for further explanation.

Motion made by Supervisor Dantinne, seconded by Supervisor Fleck to approve the Resolution Authorizing General Obligation Bonds in an Amount Not to Exceed \$6,192,000.

Ayes: Dantinne, Fleck

Nays: Kaster, Haefs, Erickson

MOTION FAILS 3-2

A request was made to have the Finance Department make a presentation at the next County Board meeting.

(Supervisor Dantinne excused 7:05 p.m.)

Highway:

4. Presentation from Scott Schwandt from Wisconsin Asphalt Paving Association:

Scott Schwandt and other representatives from the Wisconsin Asphalt Paving Association explained the various options and choices when paving roadways. He indicated that the Department of Transportation has guidelines, along with other nationally recognized specifications when considering pavement performance and mix design.

Schwandt addressed road maintenance, the first being to seal cracks. He explained that cold mix is primarily asphalt and rocks and typically does not utilize good quality aggregate making it more prone for rutting. The purpose of using cold mix, Schwandt stated, is to be able manipulate the material for a longer period of time and is typically used for pothole repair. There is not a nationally recognized specification for cold mix and no way to have quality control on the material. The material is not eligible for funding from RIP - TRIP -Road or Town Improvement Programs as it does not meet a 10 year design life. Chip seal is a cosmetic treatment applied to a roadway which has been sprayed with aggregate.

Schwandt explained that to significantly improve system roadways, structural enhancements are needed. At this time, Brown County has a backlog of projects needed to be done, however, funding is limited. Therefore, legitimate options need to be evaluated.

A list of options using hot mix, along with cold mix and chip seal, were highlighted. Schwandt indicated his willingness to work with the County to

establish a good pavement initiative by addressing specific jobs to find the most cost effective solution for the roadway system. He indicated that in order to improve the system as whole, structural enhancements are required. Just using chip seal, etc. is a setup for maintenance while not improving the system.

A representative of Northeast Asphalt highlighted projects this company has done in the Northeast Wisconsin region. He indicated that from an engineering standpoint, cold mix may be used to patch during winter months to fill potholes, however, it is not recommended that it be used to pave a whole road. He agreed that the present Brown County process which began in 1998 to pulverize and use hot mix to build a sound base is a good practice and Northeast Asphalt is in agreement with this practice.

7. **Director's Report:** N/A

UW-Extension:

8. **Grant Application Review (12-01): Risk Education for Hmong Growers (Marketing):**

Judy Knudsen explained that this grant request is to provide marketing education to Hmong vegetable growers to enable them to develop new markets for their produce. Funding will provide for a 40% Community Garden Coordinator.

Motion made by Supervisor Haefs, seconded by Supervisor Kaster to approve. MOTION UNANIMOUSLY APPROVED

9. **Director's Report:**

Judy Knudsen highlighted activities during the last reporting period as follows:

- Classes/workshops with farmers regarding Dairy Heifers
- Recertification in pesticide research with farmers which is done every three years
- Grain Crop Clinic
- Diagnostic Training with Master Gardeners
- 4-H Robotic Competition
- Financial Management Programs
- Poverty Simulations
- Planning for Centennial Celebration in 2012

Motion made by Supervisor Fleck, seconded by Supervisor Kaster to receive and place on file. MOTION UNANIMOUSLY APPROVED

Port and Solid Waste:

10. **Port Annual Report – Request for Approval:**

Dean Haen presented highlights of the 2011 Port Annual Report, specifically, the Cat Island Restoration Project, Economic Impact Study of the Port, Phase I Renard Island Closure, Development of Bylsby Property, Beneficial Use Opportunities in terms of Dredge Material, Ton Growth of Port Terminal, Expansion of the Bayport Facility, etc.

Motion made by Supervisor Fleck, seconded by Supervisor Kaster to approve. MOTION UNANIMOUSLY APPROVED

11. **Solid Waste Annual Report – Request for Approval:**
Accomplishments of the Solid Waste Department in 2011 were highlighted as follows:
- Card reader wipe system installed at Transfer Station
 - Tonnage has increased
 - Wrightstown landfill site sold for \$1.2 million
 - Pilot study on recirculation
 - Permitting requirements acquired for gas migration at landfills
 - Exceptional recycling year resulting in over \$1 million returned to municipalities
 - Hazardous Waste Facility collected over 1 million pounds
 - Sharps continue to be popular with expansion into agriculture and pharmaceutical

Motion made by Supervisor Haefs, seconded by Supervisor Kaster to approve. MOTION UNANIMOUSLY APPROVED

12. **Western Lime Corporation Dockwall Lease Agreement – Request for Approval:**

Haen indicated this is actually an amendment to the Dock Wall Lease between Brown County and Western Lime Corporation.

Motion made by Supervisor Haefs, seconded by Supervisor Fleck to approve the amendment to the Western Lime Corporation Dockwall Lease Agreement. MOTION UNANIMOUSLY APPROVED

13. **Resolution re: Approving Three-Year Statement of Intentions for Wisconsin Department of Transportation's Harbor Assistance Program:**

This resolution is an annual request to the DOT for any potential grants with no financial obligation.

Motion made by Supervisor Haefs, seconded by Supervisor Kaster to approve. MOTION UNANIMOUSLY APPROVED

14. **Director's Report:**
Haen distributed the 2012 Communications Plan (attached) which focuses on two areas for the Port: 1) to conduct an outreach to potential business and industries; and to continue public awareness outreach to the area.

Motion made by Supervisor Fleck, seconded by Supervisor Kaster to receive and place on file. MOTION UNANIMOUSLY APPROVED

AirportL

15. Preliminary Year End Financials:

Tom Miller distributed an updated year end financial statement explaining that through the end of 2011 Airport expenses were approximately \$1.2 million under the adopted budget. Revenue was also approximately \$2 million under budget, largely due to the late start of the new Aircraft Rescue and Fire Fighting facility, slated to be completed in December.

Motion made by Supervisor Fleck, seconded by Supervisor Haefs to receive and place on file. MOTION UNANIMOUSLY APPROVED

16. Director's Report:

Airport Director, Tom Miller, highlighted the following activities during the last reporting period:

- A report of employee's Working over 12 hours in a 24 hour period report (attached)
- Passengers increased over 2010 by 1%
- Two weekly non-stop flights by MetJet from Green Bay to Orlando beginning Memorial Day weekend. (attached). One-half million shares of stock have been issued to fund this opportunity.
- Bomb Threat to the Airport and the Radisson Inn on February 18th involved participation of the FBI, TSA, Brown County & Outagamie Sheriff's Departments, and Ashwaubenon. Commercial flights were suspended, the building evacuated, and an emergency evacuation center set up. As of this date, no one has been apprehended.

Motion made by Supervisor Fleck, seconded by Supervisor Kaster to receive and place on file. MOTION UNANIMOUSLY APPROVED

Planning & Land Services Department – No agenda items

Register of Deeds – No agenda items.

Other:

17. Audit of Bills: N/A

18. Such Other Matters as Authorized by Law:

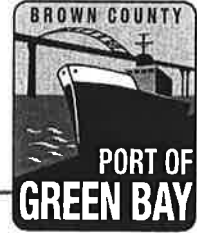
None

Motion made by Supervisor Kaster, seconded by Supervisor Fleck to adjourn at 8:20 p.m. MOTION UNANIMOUSLY APPROVED

Respectfully submitted,

Rae G. Knippel
Recording Secretary

Port of Green Bay Communications Plan 2012



The Communications Plan for 2012 focuses on two areas for the Port:

1. Conducting **outreach to potential businesses and industries** so they are aware of the advantages and business opportunities available with the Port of Green Bay.
2. Continued **public awareness outreach** to the community, stakeholders, opinion leaders and elected officials about the importance of the Port of Green Bay

Business Development & Public Awareness Outreach

The Port has enjoyed several years of positive attention from the media, elected officials and the community due to an aggressive public awareness campaign that has included monthly news releases, story pitches, billboard advertising and a new website.

Although the Port needs to expand its focus to include business outreach efforts, it is still critical the Port maintain the public awareness campaign to keep the community, opinion leaders and elected officials informed, engaged and keep the Port top of mind.

Tactics

Media Relations

The communications plan will continue a focus on aggressive media outreach on a variety of positive news stories for the Port; including those with a business development angle. This earned media effort has proven to be a very successful way to educate others about the Port and its importance. This effort will include:

- Research and development of a database of local, state and national trade and transportation publications as well as appropriate social media and online news outlets; particularly those offering opportunities for story placement regarding business development. (A database of general and business media has been developed in the past.)
- Monthly story pitches, news releases and/or feature columns to local, state and national trade and transportation publications, traditional media and social media sites, focusing on:

Business Development, which may include topics such as:

- Benefits of using waterborne transportation
- Benefits of using the Foreign Trade Zone
- Highlights of Port capabilities

- Develop case studies on the beneficial relationships the Port has with current terminal operators to be used as necessary

Environmental / sustainable stories, which may include topics such as:

- Highlighting green efforts of the Port or terminal operators
- Sharing the environmental benefits of shipping (opposed to using truck or rail)
- Highlighting the beneficial reuse of dredged materials (when applicable)
- Drawing attention to the Cat Island project and the use of clean dredged material to re-build a wildlife habitat (when applicable)

Economic stories which may include topics such as:

- The value the Port brings to the community and Northeast Wisconsin
- Economic impact

General Port news, which may include topics such as:

- First ship of the season
- End of shipping season; progress reports
- Security
- Developing media opportunities for reporters to learn about the Port through:
 - Port security exercises
 - Terminal operator profiles
 - Focus on different areas of the port: Coast Guard, tug boat operators, etc.

Social Media

Social media is an important element of a comprehensive communications plan. Twitter, blogging and other social networking sites are being used by many businesses, governments, organizations and individuals to either grow their audience or attract new ones. The Port can utilize social media in the following ways:

- L&F will continue to grow the Port's current Facebook fan page. The page encourages visitors to share stories, photos or make comments. It is also another platform to showcase positive news coverage the port receives and to share Port updates.
- L&F will continue utilizing the Port's Twitter account to tweet about ship arrivals, post photos and announcements.

Website

The Port website will continue to be an important avenue for educating potential customers as well as the community and elected leaders.

- L&F will continue to provide update copy for the website, including new content to highlight business opportunities at the Port(such as land development and the Foreign Trade Zone.)

Stakeholder / Community Outreach

It is important to reach out directly to stakeholders and the community to reinforce the messages being relayed through the media and other sources. This will include:

- Explore involvement with area initiatives, including but not limited to:
 - New North
 - Green Bay Area Chamber of Commerce
 - Better By the Bay
- Create a stronger presence at community events:
 - Downtown Green Bay sponsorship opportunities such as Dine on the Deck, Fridays on the Fox, etc.

Direct mail campaign

Direct mail can be a very cost effective way of reaching large numbers of potential customers at one time. However, it is important that these pieces be colorful and easy to read, and that they be sent out on a consistent basis in order to make an impact. Efforts will include:

- L&F will identify current industries that could benefit from utilizing port transportation and develop a target list of prospects
- L&F will develop a postcard campaign, sending the identified industries a post card every other month, highlighting the Port's capabilities and opportunities for businesses

Trade Show participation

The Port already knows which trade shows are of greatest importance to, and the most help in, developing new business. It is important to have an appropriate trade show booth that will encourage people to stop, talk and learn more about the Port.

- L&F will develop a trade show booth display that provides information about the Port and benefits of using waterborne shipping.

Advertising

With communication today, it is advisable to reach target audiences on multiple levels; increasing audiences' exposure to your message and making a lasting impact. That is why advertising will also play a role in the business outreach and marketing efforts.

Ad placement is suggested for a number of regional, statewide and national publications and online outlets including The Business News (Northeast and North Central editions) Corporate Report Wisconsin and American Journal of Transportation.

Proposed Ad Placement:

- ***The Business News (local, regional)***
Six ¼ - page ads in the Northeast issues and three ¼ - page ads in the North Central issue
- ***American Journal of Transportation (national)***
Three 1/6 - page ads, publication runs twice a month and reaches shippers, carriers, transportation intermediaries and logistics professionals in the US, Canada and the UK

Education Initiative

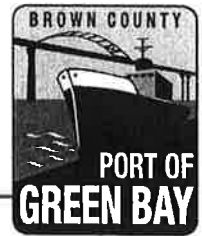
The Neville Public Museum is currently featuring a small exhibit on the Port of Green Bay. This has been a great opportunity for the public to learn more about what the Port is and what it does. The Port is currently talking with the Neville to work together on expanding the exhibit.

- L&F will work with the Port and the Neville to expand the current Port of Green Bay exhibit. The Neville is proposing an addition to the current exhibit called, ***The Port of the Future***. The exhibit would highlight current issues surrounding the Port and use charts, maps and images to engage visitors.

OPTIONAL: Marketing Plan Development for Dredged Materials

- L&F will develop a marketing plan for the re-purposing of clean dredged materials. The plan will identify target audiences and competitors, outline goals and actions and a promotion strategy.

**Cost Estimate
Port of Green Bay Communications Plan
2012**



The following cost estimate does not include **OPTIONAL** item costs.

Business Development & Community Outreach

This includes:

- Media Relations
- Social media
- Website content and updates
- Stakeholder / community outreach
(Does not include sponsorship costs / outline separately below)
- Direct mail campaign

TOTAL: \$20,000 over 12 months.

Sponsorship Recommendation: Downtown Green Bay, Inc.

Summer in the City sponsorship would include the Port's logo in print ads, radio mentions, banner display, website links, name features on text messages, Facebook mentions and public announcements at various Downtown Green Bay summer events like Fridays on the Fox and Dine on the Deck.

TOTAL: \$1,700

At cost, no markup

Trade Show Display

This includes:

- 2 - 34" banner stands
- 1 - 48" banner stand
- Lighting package

TOTAL: \$1,800

At cost, no markup

Advertising

Ad Placements:

The Business News (local, regional)

Six ¼ - page ads in the Northeast issues and three ¼ - page ads in the North Central issue = **\$7,500**

American Journal of Transportation (national)

Three 1/6 - page ads = **\$3,600**

TOTAL: \$11,100

All ad placements done at cost, no markup.

Education Initiative Neville Public Museum Exhibit Expansion

The Port of the Future!

- Designed as an interactive kiosk, the exhibit component will allow visitors to explore some of the current issues surrounding port expansion and maintenance, as well as economic, environmental and social issues affecting port activities.

TOTAL: \$4,500

At cost, no markup

2012 Communications Plan TOTAL: \$39,100

**Brown County
Airport
Budget Status Report
December-11**

	Annual Budget	YTD Budget	YTD Actual
Personnel	\$1,457,877	\$1,457,877	\$1,469,408
Fringe Benefits	\$729,339	\$729,339	\$705,524
Employee Costs	\$5,750	\$5,750	\$4,688
Operations & Maintenance	\$1,299,083	\$1,299,083	\$972,681
Insurance	\$47,200	\$47,200	\$37,125
Utilities	\$741,757	\$741,757	\$697,933
Chargebacks	\$178,664	\$178,664	\$173,787 *
Contracted Services	\$1,871,741	\$1,871,741	\$1,694,691
Debt Retirement	\$870,813	\$870,813	\$870,500
Depreciation	\$4,977,730	\$4,977,730	\$4,727,118 *
Outlay- Disposition of Fixed Assets	\$0	\$0	\$30,359
Intergovernmental - PFC's	\$1,398,438	\$1,398,438	\$1,391,954
Charges for Sales & Services	\$6,092,969	\$6,092,969	\$6,250,714
Miscellaneous Revenue	\$816,972	\$816,972	\$55,224
Rent	\$337,278	\$337,278	\$338,227
Contributions	\$0	\$0	\$0
Capital Contributions	\$5,321,100	\$5,321,100	\$3,870,970
Interest	\$70,000	\$70,000	\$37,689
Transfer in Wages	\$0	\$0	\$14,849

HIGHLIGHTS

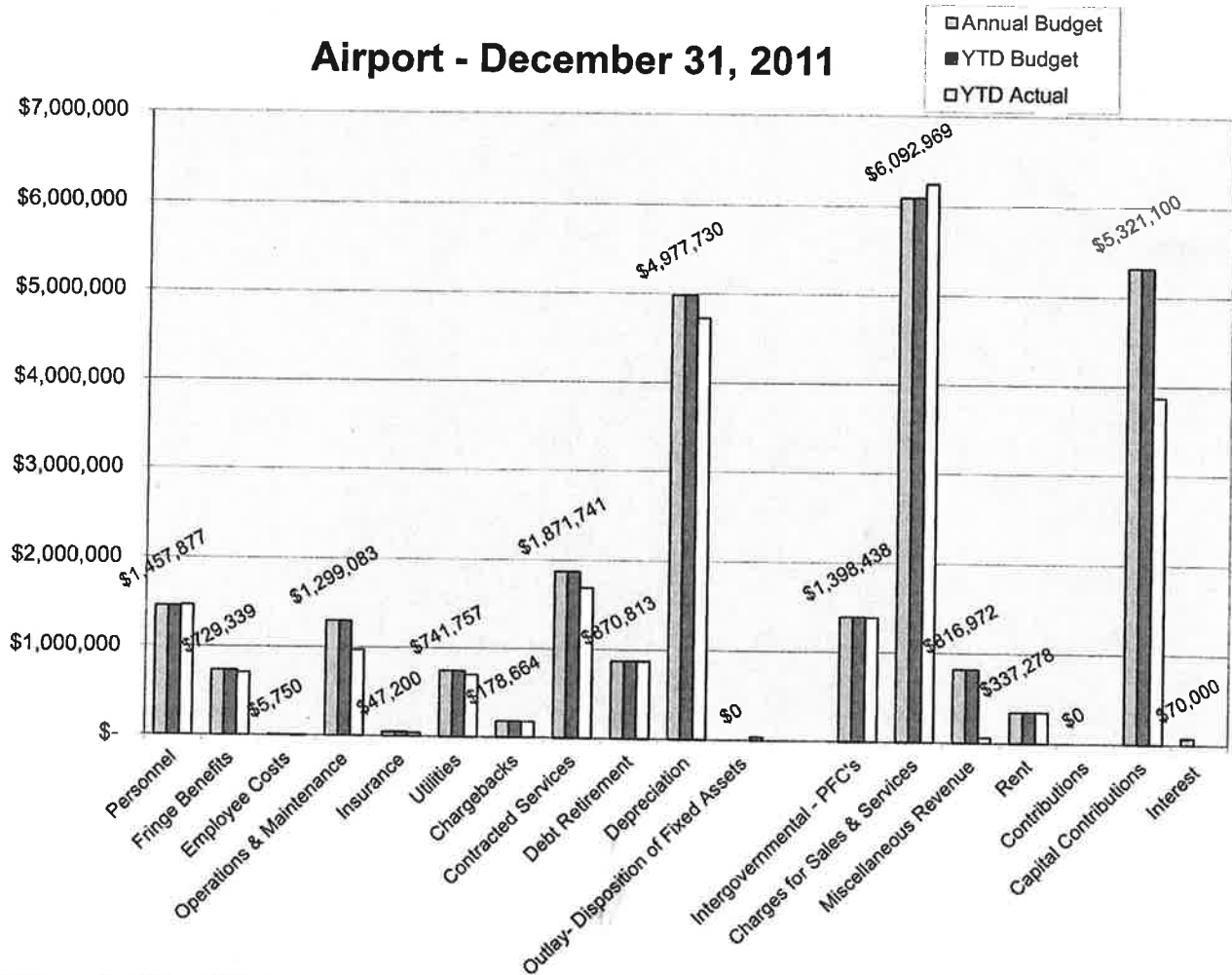
Through the end of 2011, Airport expenses were approximately \$1.2-million under the adopted budget.

Airport revenue was also approximately \$2-million under budget, but this was largely due to the late start on the new Aircraft Rescue and Fire Fighting (ARFF) facility. The project is slated to be completed in December.

Year End	Pax On	%(+/-)
2010	362,803	
2011	366,709	+1.1%

* Estimated Year-end

Airport - December 31, 2011





722 Kickapoo Place, De Pere, WI 54115

FOR IMMEDIATE RELEASE - April, 25 2011

Local Company Is Planning Nonstop Flights From Green Bay to Central Florida

De Pere - The Fox Cities has a new company that plans to offer flights from Green Bay's Austin Straubel International Airport. MetJet, Inc. has announced that it has issued 500,000 shares to be sold within the State of Wisconsin, in order to earn the funds that it needs to offer two weekly nonstop round trip flights between Green Bay and Orlando/Central Florida.

According to its offering document, "MetJet has been incorporated with the intention of providing the 540,000 people within Northeast Wisconsin with less expensive nonstop flights to key tourism and business destinations, initially Orlando / Central Florida. MetJet, Inc. **does not** intend to be an airline, rather than a non-asset based tour provider that charters flights from existing air carriers. MetJet intends to sell tickets on these flights through the company's website (www.metjet.net), area travel agencies and local corporations".

The shares that are now available to local investors are being sold in 1,000 share increments, at \$1.00 per share, which means the opportunity is only available to up to 500 investors. In addition to owning a piece of the company, each investor will also receive two free round trip tickets on MetJet sponsored flights, annually, for every 1,000 shares they own. These will be issued as dividends to share holders.

Following the completion of the offering, the company intends to establish a home office within Green Bay, or De Pere, and expects to add approximately 25 full and part time positions within the area. The chartered flights are expected to commence approximately six months after the 250,000 shares are sold, and operated every Friday in the early evening and on midday Sunday. Ticket prices for flights to Orlando are expected to be lower than fares currently available from airports across NE Wisconsin and competitive with fares from Milwaukee.

Complete details about the flights, the stock offering and the company's details can be found on MetJet's site, www.metjet.net. Shares for this offering have been registered with the State of Wisconsin under a program titled Regulation D - Part 504, which allows smaller and startup companies to issue shares within specific guidelines outlined by the SEC and the State of Wisconsin. Anyone interested in taking advantage of being a shareholder of the company can get details about purchasing shares from the website, as this offering is being conducted directly by the company and not offered through securities brokers. The company's founder is also a De Pere/Brown County resident.

Contact Information: Michael Heisman, MetJet CEO mheisman@metjet.net

EMPLOYEE'S WORKING OVER 12 HRS. IN A 24 HR. PERIOD REPORT
BROWN COUNTY AUSTIN STRAUBEL INTERNATIONAL AIRPORT
JANUARY - 2012

EMPLOYEE NAME	DATE	HOURS WORKED-24 HR. PERIOD	REASON
Furmaniak, Wally	01/01/2012	13.50 hours	Snow Removal
Janelle, Robyn	01/02/2012	13.00 hours	Holiday Coverage-Utility
Burke, Tom	01/12/2012	15.50 hours	Snow Removal
Delaruelle, Mike	01/12/2012	15.25 hours	Snow Removal
Doxlator, Dale	01/12/2012	15.25 hours	Snow Removal
Newton, Tim	01/12/2012	15.50 hours	Snow Removal
Powers, Dick	01/12/2012	15.50 hours	Snow Removal
Salamonski, John	01/12/2012	15.50 hours	Snow Removal
Tomlinson, Dave	01/12/2012	14.00 hours	Snow Removal
Vaness, Dave	01/12/2012	15.25 hours	Snow Removal
VanderLeest, Vernon	01/12/2012	13.25 hours	Snow Removal
Welsing, Bob	01/12/2012	15.50 hours	Snow Removal
Furmaniak, Wally	01/13/2012	12.00 hours	Snow Removal
Gruszczynski, Clarence	01/13/2012	12.00 hours	Snow Removal
Burke, Tom	01/20/2012	14.25 hours	Snow Removal
Newton, Tim	01/20/2012	14.25 hours	Snow Removal
Salamonski, John	01/20/2012	14.25 hours	Snow Removal
VanderLeest, Vernon	01/20/2012	13.00 hours	Snow Removal
Welsing, Bob	01/20/2012	14.25 hours	Snow Removal
Furmaniak, Wally	01/23/2012	12.00 hours	Snow Removal
Powers, Dick	01/23/2012	12.00 hours	Snow Removal
Salamonski, John	01/23/2012	12.00 hours	Snow Removal
Tomlinson, Dave	01/23/2012	12.00 hours	Snow Removal
Welsing, Bob	01/23/2012	12.00 hours	Snow Removal